

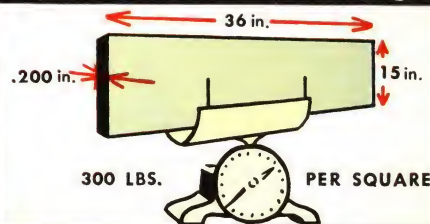
# The ARCHITECT<sup>®</sup>

## 15" SHINGLE

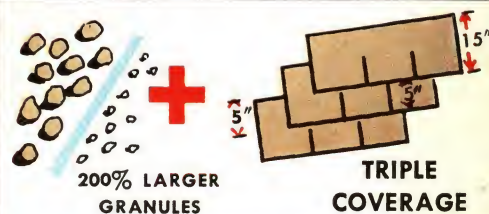
By BIRD

is the  
**BIG DIFFERENCE**  
in asphalt shingles

### greater size and weight



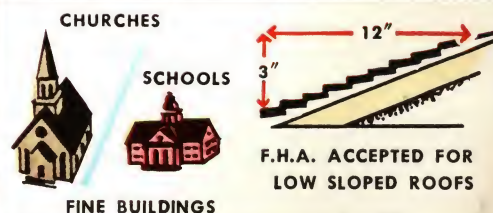
### greater protection



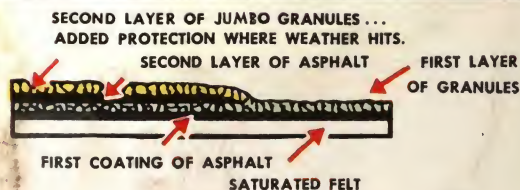
### richer appearance



### wider application



### longer life





# A WIDE CHOICE OF

## BIRD ARCHITECT

**Rainbow  
Colors**

AVON  
GREEN  
BLENDE



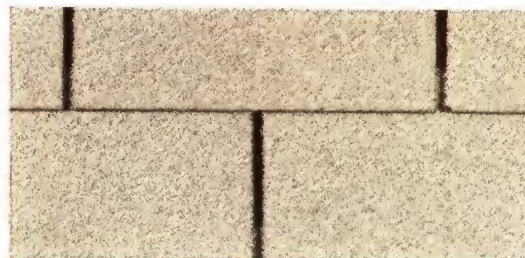
Clearer and richer because of larger granules.  
Write BIRD & SON, Inc., for samples of all colors.

WINDSOR  
RED  
BLENDE



DOVER  
GREEN

SHANNON  
GREEN



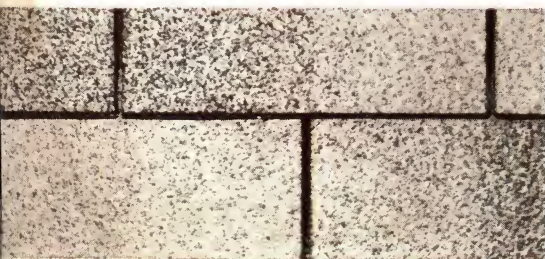
POLAR  
WHITE

GOTHIC  
SLATE  
BLENDE



TOWER  
BLACK  
BLENDE

ROYAL  
ERMINE



HAMPSHIRE  
GREEN

STRATFORD  
BLACK



HIGHLAND  
BROWN  
BLENDE

**ARCHITECT**

*the Finest of the world*



how **BIRD ARCHITECT SHINGLES** make a **BIG DIFFERENCE** to you

► **greater size and weight**

**The massive appearance and enduring weather resistance of slate at asphalt shingle prices!** That's the advantage of specifying ARCHITECT Shingles instead of standard 215 pounders. 25% thicker . . . even thicker than standard slate. Triple instead of double coverage. 85 pounds heavier per square. 200% larger granules. Yet, the cost differential is negligible when measured in terms of added protection, beauty and life.

► **greater protection**

**150% greater headlap and Triple Coverage resist attacks of the elements as no standard shingle can.** The full 5-inch headlap gives 150% greater protection from leakage due to driving rains and water back-up from frozen ice in gutters . . . as compared with the 2" headlap of standard 12" shingles.

► **richer appearance**

**You achieve aristocratic beauty in your roofs when you specify ARCHITECT Shingles.** Deeper shadowlines from greater thickness, rugged texture from larger granules create a massive effect. Wide selection of Rainbow Colors . . . Soft pastels or deep tones give you opportunities to blend roof color with architectural design or surroundings.

► **wider application**

**Now you can add the beauty and economy of asphalt shingles to superior public construction and low-sloped roofs.** Thicker than standard slate, the ARCHITECT Shingle gives roofs the massive appearance and long life that belongs on schools, churches, etc. F. H. A. accepts the ARCHITECT Shingle for roof slopes as low as 3-inches to the foot.

► **longer life**

**Massive five-layer thick-butt construction promises 50% longer life expectancy than standard.**

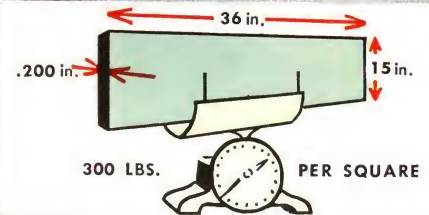
This BIRD-originated design, with its top shield of jumbo granules, retards evaporation of life-giving oils in the asphalt. 25% heavier asphalt-saturated felt base, and four alternate layers of mineral-reinforced asphalt and granules prevent the sun's ultraviolet rays from robbing the ARCHITECT Shingle of its enduring inner vitality. Hence, 50% longer life.

CHECK THE COMPARATIVE CHART BELOW for graphic evidence that there's a **BIG DIFFERENCE** between the **BIRD ARCHITECT** shingle and the standard 215 lb. asphalt shingle.

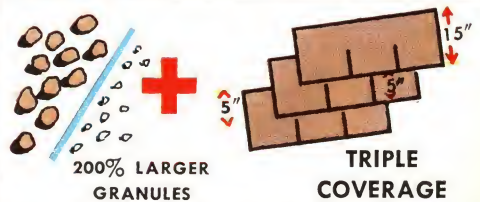
**COMPARATIVE TABLE**

<b>The Architect 15"</b>	<b>Standard 215 shingle</b>
✓ 15" x 36"	vs. 12" x 36"
✓ Approx. caliper .200" (better than 3/16" average slate butt)	vs. Approx. caliper .160"
✓ 300 lbs. per square	vs. 215 lbs. per square
✓ 25% heavier felt base	vs. Regular
✓ 200% larger granules	vs. Regular (#11) granules
✓ Triple Coverage	vs. Double Coverage
✓ 5 inch headlap	vs. 2 inch headlap
✓ 5 inch exposure	vs. 5 inch exposure
★ F. H. A. ACCEPTS BIRD ARCHITECT SHINGLES FOR ROOF SLOPES AS LOW AS 3 INCHES IN 12 INCHES	
★ 50% LONGER ROOF LIFE	
★ NUMBER OF STRIPS AND NAILS TO APPLY ARE IDENTICAL	

**greater size and weight**



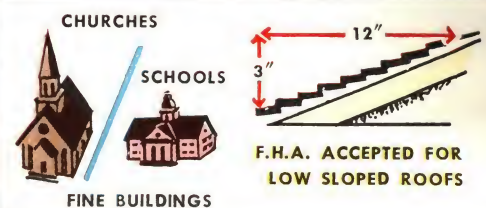
**greater protection**



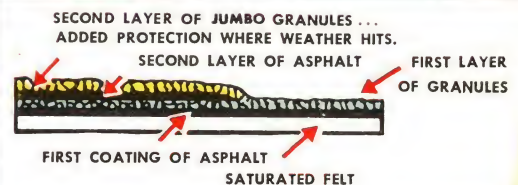
**richer appearance**



**wider application**



**longer life**



**WANT TO SEE SOME SAMPLES?**

Words and pictures are poor substitutes for the real thing. When you heft a BIRD ARCHITECT Shingle, see its blended colors, examine its deep-seated jumbo granules and compare it with samples of other asphalt shingles, you'll know that you can specify it with complete confidence. You'll recognize massive protection and lasting value on sight. And you'll agree that it adds extra "sell" to the buildings you design.

For free samples or additional information about the ARCHITECT Shingle, please contact your local BIRD dealer or BIRD & SON, INC. — East Walpole, Mass. . . . 295 5th Ave., New York 16, N. Y. . . . 1472 W. 76th St., Chicago 20, Ill. . . . Aero Drive, Shreveport, La. . . . Charleston Heights, S. C.

A SPECIFICATION SHINGLE BY **BIRD**

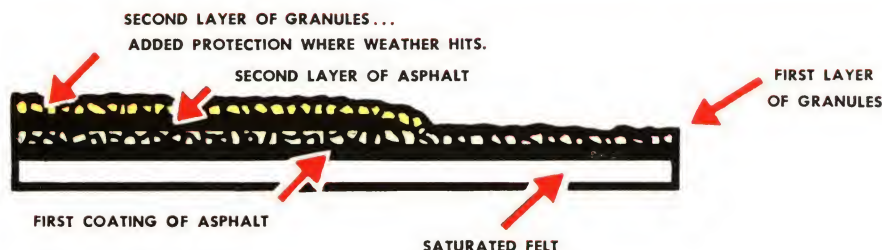


# the **BIRD** *Master-Bilt* SHINGLE

## IS THE **BIG DIFFERENCE** IN 215 lb. SHINGLES

### *Its Double Surface Doubles Protection*

THE WEIGHT  
IS WHERE YOU  
NEED IT



The BIRD Master-Bilt has the famous BIRD Thick-Butt Construction in common with its big brother, the ARCHITECT Shingle. That means that the butt has two protective surfaces of mineral granules imbedded in the reinforced asphalt . . . instead of only one as found in standard 215 lb. shingles.

This heavy concentration of weight and protection in the exposed butt area provides excellent resistance to strong winds and driving rains. It also lengthens the life of Master-Bilt Shingles. That's because the sun's ultra-violet rays must penetrate *four layers* of granules and asphalt to attack the life-giving oils of the base asphalt. So, it's no wonder that Master-Bilt Shingles promise many extra years of protection and beauty.

The superior beauty of Master-Bilt Shingles — when compared with ordinary 215 lb. shingles — comes from their deep, rich-textured colors and their heavier shadows cast by the butt's extra thickness.

### SPECIFICATIONS

Exposed area . . . . . double surface  
Size of each strip . . . . . 12" x 36"  
Tabs per strip . . . . . 3"  
Head Lap . . . . . 2"  
Exposure . . . . . 5"  
Approx. Wt. per square . . . . . 215 lbs.  
Units per square . . . . . 80  
Underwriters label . . . . . Class C  
Bundles per square . . . . . 3

...for a  
**BIG DIFFERENCE  
IN COLOR**

**Rainbow  
Colors**

There's a BIRD Master-Bilt Shingle to fit the color scheme of any building you plan to construct. Weather-texted or plain, the color of your choice will win universal approval.

And the beauty of it is . . . Master-Bilt's rainbow colors last . . . thanks to color-fast, adhesion-primed granules. Your own tests will convince you.

The color list below gives the range of rainbow colors . . . from delicate, soft pastels to traditional darker shades. Better yet, take a look at actual samples. Your local BIRD dealer will be glad to show them to you. Or contact BIRD & SON, Inc.

### RAINBOW COLOR SELECTION

Black  
Bright Red  
Brown Blende  
Cedar Red  
Colonial Green  
Desert Brown  
Green Coral

Ebony Blue Blende  
Forest Green  
Frost Blende  
Gray Blende  
Meadow Green  
Russet-Glo Blende

Sea Green  
Shell White  
Slate Blende  
Snow White  
Sunset Blende  
Two Tone Black  
Blue Blende

Two Tone Green  
Wedgwood Blue  
Mt. Green Blende  
Brown  
Dawn Red  
Meadow Mist

Sage Blende  
Scotch Tweed  
Shadow Brown  
Shadow Gray  
Shadow Green  
Shadow Red  
Moire Black

East Walpole  
Mass.

295 5th Ave.  
N. Y. 16, N. Y.

Aero Drive  
Newport, La.

Charleston Heights  
S. C.

1472 W. 76th St.  
Chicago 20, Ill.